This listing of claims will replace all prior versions, and listings, of claims in the application:

The Status of the Claims

1.　(Currently Amended)　A method of displaying an advertisement using metadata comprising:

　　　　constructing a user's preference for television programs and storing the user's preference on a local storage device;

　　　　analyzing and filtering first metadata associated with an advertisement based on the user's preference and storing the advertisement selectively corresponding to the user's preference on the local storage;

　　　　displaying a television program, the television program comprising second metadata, the second metadata describing subject matter of the displayed television program;

　　　　interpreting the second metadata of the displayed television program;

　　　　matching the second metadata of the displayed television program with the first metadata associated with the advertisement; and

　　　　displaying the advertisement in a banner form in response to the matching.

2.　(Original)　A method as defined in claim 1, wherein the user's preference includes at least one of a TV star, a genre, and a broadcasting station.

3.　(Original)　A method as defined in claim 1, wherein the first metadata associated with the advertisement is provided by a third party, the third party including at least one of an internet service provider and a broadcasting station.

4.   (Original) A method as defined in claim 1, wherein analyzing and filtering

first metadata associated with the advertisement based on the user's preference comprises

an extensible markup language (XML) parser interpreting the first metadata associated with

the advertisement.

5.   (Original) A method as defined in claim 4, wherein the XML parser includes

a document objective model (DOM) parser.

6.   (Original) A method as defined in claim 4, wherein the XML parser includes

a simple application programming interface (API) for XML (SAX) parser.

7. (Currently Amended) An apparatus for providing a selective advertisement display service using metadata, the apparatus comprising:

a digital television display;

a local storage device operatively coupled to the digital television display, the local storage device storing a user preference and an advertisement including first metadata, the advertisement selectively corresponding to the user preference;

an extensible markup language (XML) parser operatively coupled to the digital television display; and

a matching engine operatively coupled to the digital television display displaying a television program including second metadata, the second metadata describing subject matter of the displayed television program, and the matching engine selecting the advertisement as a result of matching first metadata of the advertisement with the second metadata of the displayed television program.

8. (Previously Amended) An apparatus as defined in claim 7, wherein the XML parser interprets the second metadata associated with a television program.

9. (Cancelled)

10. (Original) An apparatus as defined in claim 7, wherein the digital television display displays the advertisement in a banner form.

11. (Original) An apparatus as defined in claim 7, wherein the local storage device stores a recorded television program.